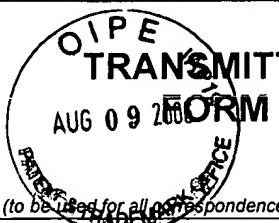



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 (to be used for all correspondence after initial filing)	Application Number	09/465,730
	Filing Date	05/17/2000
	First Named Inventor	Hunter, et al.
	Art Unit	3661
	Examiner Name	Nguyen, Cuong H.
Total Number of Pages in This Submission	Attorney Docket Number	0108020-0533877


ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): Request for Continued Examination (RCE); return receipt postcard
<div style="border: 1px solid black; height: 40px; width: 100%;"></div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Frost Brown Todd LLC		
Signature			
Printed name	Andrew B. Ulmer		
Date	08/07/06	Reg. No.	57,003

CERTIFICATE OF TRANSMISSION/MAILING

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09/465,730

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09/465,730

Examiner: Nguyen, Cuong H.

Filed: May 17, 2000

Art Unit: 3661

Inventor: Hunter, et al.

Atty Ref.: 0108020-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING
SYSTEM**

AMENDMENT AND RESPONSE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 05/05/2006, please amend the above-referenced application as follows:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 5 of this paper.